

Water Efficient Product Market Enhancement Program:

Stakeholder Meeting on Urban Landscape Irrigation Products

Wyndham Phoenix
Phoenix, AZ
February 17, 2004

Speaker Biographies

Joe Berg

Municipal District of Orange County

Joe Berg has a B.A. in Resource and Environmental Geography from San Diego State University. His career started as a Water Conservation Intern at the San Diego County Water Authority in 1991. Later that year, he began working for the Municipal Water District of Orange County. He has more than 13 years of experience in the field of urban water use efficiency, developing, obtaining grant funding for, implementing and evaluating a broad range of urban water use efficiency programs.

Joe is employed by the Municipal Water District of Orange County as their Water Use Efficiency and Watershed Programs Manager. He is responsible for the development, acquisition of grant funding and implementation of efficiency programs revolving around 14 Best Management Practices for urban water use efficiency in California. These programs are developed and implemented in cooperation with 32 retail water agencies throughout Orange County. He is recognized for developing multiple benefit programs with the foundation of water use efficiency and establishing multiple agency funding partnerships.

Jan Bush

Arizona State University

Jan Bush has a B.S. in social sciences from Louisiana State University and teaching certification from Idaho State University. She is currently a full time student at Arizona State University for a Master's in Environmental Planning. A recent research paper on water policy for rural Arizona won the Central Arizona Project award for water research. Jan's approach to water conservation was shaped by employment with Lake County Soil & Water Conservation District and the Black River Remedial Action Plan, both in northeastern Ohio; and The Nature Conservancy in Arizona. Jan collaborated with Ohio EPA and volunteers at Lake SWCD to develop the Ohio Sediment Stick, an inexpensive and accurate tool for estimating stream turbidity.

Claude Corcos

The Toro Company

Claude Corcos has a B.S. in economics from Lehigh University, an M.B.A. from Pennsylvania State University and is a Certified Irrigation Designer. He has worked in sales, sales management, and product assurance roles. He has 14 years of experience in water supply systems, wastewater collection systems, irrigation system design, and the use of irrigation systems in wastewater treatment systems.

Mr. Corcos is currently employed by The Toro Company as a Regional Manager. He is responsible for Toro's drip irrigation business in the Eastern U.S. and Canada, focusing on applications in both landscape and agriculture. He is a member of the Water Management Committee of the Irrigation Association, and is the Vice-Chairman of the Drip/Micro Irrigation Common Interest Group of the Irrigation Association. He is also a registered Technical Service Provider to the United States Department of Agriculture (USDA) on irrigation systems in several states.

Kevin Gordon

Hunter Industries, Inc.

Kevin Gordon has a B.A. in Biology from Southern Illinois University and an M.B.A. from the University of Colorado. He has been in the irrigation industry for twenty years in Sales, Marketing and Product Development roles. He has been a licensed Texas Irrigator since 1985. He has lived and worked in many different markets and has traveled extensively throughout the world studying irrigation practices.

Kevin Gordon is currently the Senior Product Development Manager at Hunter Industries. He is responsible for all new product development while managing the Product Manager group and Technical Service. Prior to joining Hunter in 1996, he developed and managed irrigation controller and central control products for Rain Bird. He has been responsible for the development of over one hundred irrigation products.

Warren S. Gorowitz

Ewing Irrigation Products

Warren Gorowitz has a B.S. in Ornamental Horticulture from California Polytechnic State University, San Luis Obispo. He has 16 years experience in the horticulture "Green Industry," which includes over 6 years experience working at several golf course maintenance facilities.

Mr. Gorowitz is currently employed by Ewing Irrigation Products as the National Water Management Products Sales Manager. He is responsible for overseeing the development, specification, sales, and support for the Water Management Products that are sold by Ewing. He has served on the State Board of Directors for the California Landscape Contractors Association (CLCA) and continues to be involved with the CLCA on the Landscape Industry Show Committee. He is also involved on the Smart Water Application Technology (SWAT) committee of the Irrigation Association (IA) as well as with the American Society of Irrigation Consultants (ASIC), and the American Society of Landscape Architects (ASLA). He is a Licensed Irrigator by the State of Texas as well as a Certified Landscape Irrigation Auditor by the Irrigation Association.

Benjamin Grumbles

U.S. Environmental Protection Agency (U.S. EPA)

Benjamin H. Grumbles was appointed Acting Assistant Administrator for the Office of Water at the U.S. EPA on December 29, 2003. Prior to that, he began his service in the Office of Water as Deputy Assistant Administrator in February 2002. He also served as Acting Associate Administrator for the Office of Congressional and Intergovernmental Relations from September 2 through December 29, 2003.

Before coming to the U.S. EPA, Mr. Grumbles was Deputy Chief of Staff and Environmental Counsel for the House Science Committee. From May 1985 through January 2001, he served in various capacities on the House Transportation and Infrastructure Committee staff, including Senior Counsel for the Water Resources and Environment Subcommittee. During his 15 years of service on the Committee, Ben focused on programs and activities of the Environmental Protection Agency, the Army Corps of Engineers and the National Oceanic and Atmospheric Administration.

Since the early 1990s, he has been an adjunct professor of law at the George Washington University Law School, teaching a course on the CWA, SDWA, Ocean Dumping Act and Oil Pollution Act.

His degrees include a B.A., Wake Forest University; J.D., Emory University; and LL.M. in Environmental Law, the George Washington University Law School.

Jim Hanlon

U.S. EPA

James A. Hanlon was appointed Director of the Office of Wastewater Management (OWM) in the Office of Water in April 2002. OWM is responsible for issuing permits for municipal and industrial wastewater discharges, and administering federal financial and technical assistance for publicly owned wastewater treatment works.

Mr. Hanlon is a career civil servant with over 29 years of government service with the U.S. EPA. In 1984, he was appointed to the position of Director, Municipal Construction Division, and was responsible for the management of the U.S. EPA's national construction grants and state revolving fund programs, providing assistance to municipalities in their wastewater infrastructure construction programs. He was appointed to the position of Deputy Director of the Office of Science and Technology, in the Office of Water, in 1991. In this capacity, Mr. Hanlon was responsible for the scientific and technical basis of the federal water quality and safe drinking water programs. From January 2001 to April 2002, Mr. Hanlon served as Acting Deputy Assistant Administrator for the Office of Water.

Mr. Hanlon earned a Bachelor of Science degree in Civil Engineering from the University of Illinois and a Master of Business Administration degree from the University of Chicago. He is also a registered Professional Engineer in the State of Illinois.

Lorne Haveruk

Water Management Services, Inc. (WMS)

Lorne Haveruk has been a part of the irrigation industry for the past 14 years. He has served to help direct irrigation in Canada and the United States. As a Certified Irrigation Designer, Certified Irrigation Contractor, Certified Landscape Irrigation Auditor and a Certified Water Practitioner with California and Nevada, Mr. Haveruk is among the highest certified in the country.

Recently elected to the IA Board of Directors, Lorne is only the second Canadian ever to become a board member of the Irrigation Association which is the heart of the American Irrigation Industry Association. He currently serves the Irrigation Industry in Ontario by chairing the Landscape Ontario Irrigation Commodity Group. He started his irrigation career in California in the early 1980's. Prior experience from the Ski Industry exposed Lorne to electrical, mechanical, hydraulic and pressurized water systems. Creation of technical training and emergency procedure manuals was also undertaken.

In 1989, Lorne launched a design-build landscape/lighting contract business. During the past 14 years, the company has installed over 1000 systems ranging from sports fields, golf courses, commercial & residential properties, nurseries, rooftops, and indoor systems. In 1993, WMS was founded as an Irrigation Consulting business dealing primarily with irrigation system assessment, audit, and efficiency analysis and branching into the recycled water and cistern areas. WMS has completed more than 150 water assessment/audits during the past 10 years.

WMS has been awarded the City of Toronto's Irrigation Assessment/Audit Pilot Project. They were the only company in Canada qualified to preform the required mandate. With live ET (Evapo Transpiration) weather input, savings in water range from 25% to 72%. Currently, WMS is the only company in Canada that offers central computer control for offsite operation and monitoring of irrigation systems.

Jill Hoyenga

Eugene Water and Electric Board

Jill Hoyenga worked for 15 years in the landscape industry including 5 years as an irrigation specialist before being hired as a water management specialist for the Eugene Water & Electric Board. She holds certifications as a Conservation Practitioner, Certified Landscape Irrigation Auditor, State of Oregon Water Distribution 1 Technician, an American Backflow Prevention Association Assembly Tester and Proctor, a State of Oregon Backflow Assembly Tester and Instructor as well as Cross Connection Inspector and Instructor.

In her 8 years in the water conservation field, she has developed and implemented several award winning programs. She is past-chair of the Pacific Northwest Section of the American Water Works Association Water Conservation Committee and currently chairs the Irrigation Association Smart Water Application Technology Market Transformation Committee.

Jeff Sheehan

The California Landscape Contractors Association

Jeffrey Sheehan has a B.S. in Physical Education from University of California at Davis. He is a licensed Landscape Architect and Contractor in California. He is past State President of the California Landscape Contractors Association (CLCA) and served on its Board of Directors for 7 years. He was instrumental in the development of the Landscape Advisory Committee to the Board of Director's at the Santa Clara Valley Water District and served as its Chairman for 5 years. He has served as State Committee Chairman of the Water Management and Resource Management Committees for the CLCA and he remains an active member. He and his firm have been designing Award Winning water conservation based (Xeriscape) landscape projects for 15 years.

Karen Smith

Arizona Department of Environmental Quality (ADEQ)

Karen Smith leads the Water Quality Division, which ensures the safety of drinking water from public water systems, develops water quality management plans, establishes water quality standards, anticipates problems through ongoing monitoring and assessment, and responds to emergencies. It also regulates discharges from wastewater treatment plants, landfills, mining operations, industrial facilities, irrigated agriculture, urban runoff, and contractors. Ms. Smith previously was manager of Water Resource Management at Salt River Project. She has a Ph.D. in History and has published works on water resources in Arizona, including The Magnificent Experiment. Ms. Smith currently serves as president of the Association of State and Interstate Water Pollution Control Administrators.

Brian E. Vinchesi

The Irrigation Association

Brian Vinchesi graduated from Montana State University with a B.S. in Agricultural Engineering in 1980 and continued in that track with graduate studies at Oregon State University for two years. He is an Irrigation Association certified: designer (residential, commercial and golf course), auditor (landscape and golf), contractor and landscape irrigation manager.

Brian Vinchesi is President of Irrigation Consulting, Inc. a company he founded in 1988. The firm is headquartered in Pepperell, Massachusetts, with branches in Huntersville, North Carolina and Hammonton, New Jersey. Specializing in irrigation design for commercial and golf course clients, Vinchesi has traveled the world to consult on new and renovation sites. Mr. Vinchesi is also a seasoned instructor, teaching in the turf management programs at the University of Massachusetts and Rutgers University. He also teaches for GCSAA and the Irrigation Association. He is a frequent lecturer at many universities and turf conferences.

Brian Vinchesi leads The Irrigation Association (IA) as President for the 2003-2004 term. In addition to his active involvement in the IA, Mr. Vinchesi is a Past President of the American Society of Irrigation Consultants and a member of the American Society of Agricultural Engineers, Boston Society of Landscape Architects, Golf Course Builders Association of America, Golf Course Superintendents Association of America, and Sports Turf Managers Association. He is the 1996 recipient of the Edwin J. Hunter Industry Achievement Award. Mr. Vinchesi has written over 100 articles for industry magazines and published many professional papers. His recent book, *Golf Course Irrigation: Environmental Design and Management Practices*, is a joint collaboration with four industry peers, offering an up-to-date (2003), unbiased resource for golf course personnel.

Dave Zoldoske

Center for Irrigation Technology

Dave Zoldoske has graduate degrees in management and agriculture, and he has extensive experience in evaluating the performance of irrigation equipment in the laboratory and in field conditions. He has developed computer software and analytical methods for evaluating and designing efficient irrigation systems for both agricultural and turfgrass applications. Dr. Zoldoske has worked throughout the United States, Africa, Central Asia, and Australia. He has co-authored more than 80 articles on irrigation and water technology. Most recently, he has completed a book titled *Golf Course Irrigation: Environmental Design and Management Practices*.

Dr. Zoldoske has worked at the California State University, Fresno for more than 20 years. As Director of the Center for Irrigation Technology, he manages an annual budget of more than \$8 million, while guiding a staff of 40 employees that includes Ph.D. researchers in agronomy, engineering, soil and water sciences, and other disciplines.